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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's Internet site.

BUREAU OF WATERSHED MGMT

**Instructions:** Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

### Section I: Applicant Information

Name of Municipality

County of Rock

Mailing Address

51 S. Main St

City

Janesville

State

WI

Postal Code

53545

County(s) in which Applicant is located

Rock

Type of Municipality: (check one)

☒ County

☐ City

☐ Village

☐ Town

☐ Other (specify)

### Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Steve Schraufnagel

Title

Interim Planning Director

Mailing Address

51 S Main Street

City

Janesville

State

WI

Postal Code

53545

E-mail address

steve@co.rock.wi.us

Telephone Number (include area code)

(608)757-5587

Fax Number (include area code)

(608)757-5586

### Section III: Water Quality Concerns

Yes No

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Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/> )

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Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html> )

### Section IV: Area and Population Within the MS4

Yes No

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Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <http://www.epa.gov/npdes/pubs/fact2-2.pdf>)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles):

690.9 (Approximate unincorporated portion of Rock County)

Total municipal population (in year 2000):

38,048 (Unincorporated portion of Rock County)

MS4 service area within Urbanized Area (in square miles):

4.799 (Based on year 2000 Census block information)

Municipal population within Urbanized Area (in year 2000):

1,886 (Based on year 2000 census block information)

### Section V: Potential Permit Exemption

Yes No

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Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.

Do you believe that the MS4 may be eligible for this potential exemption?

## Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

### A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

### B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

### C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

### D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

### E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

### F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Please refer to attached documentation titled "Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation"

## Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

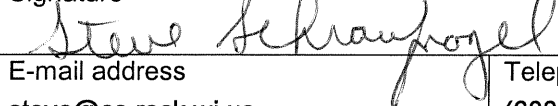
Authorized Representative Name

**Steve Schraufnagel**

Title

**Interim Planning Director**

Signature



Date Signed

8-1-06

E-mail address

steve@co.rock.wi.us

Telephone Number (include area code)

(608)757-5587

Fax Number (include area code)

(608)757-5586

Return this completed form to:

Wisconsin Department of Natural Resources  
Storm Water Program – WT/2  
PO Box 7921  
Madison, WI 53707-7921

## **Notice of Intent to Apply for Coverage Under MS4 General Permit County of Rock Application Documentation**

### ***Section VI: Summary of Municipal Storm Water Program Activities***

***Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.***

#### ***A. Public Education and Outreach***

***Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.***

The County of Rock (County) does not currently have a program in place designed to meet the requirements of section 2.1 of the MS4 general permit. In order to meet the requirements of the general permit (and section 216.07(1) of State Admin. Code) The County intends to implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program will establish measurable goals and is intended to include the following elements:

1. Informational materials to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
2. Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
4. Promote the management of stream banks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
5. Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
6. Inform, and where appropriate, educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.
7. Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.
8. Promote environmentally sensitive land development designs by developers and designers.

It is The County's intention to correlate public education and outreach activities with local Towns within the Urban Area and the Cities of Beloit and Janesville. The goals of this program may be accomplished by use of municipal websites, surveys, mailings, speaking at public meetings, doing demonstrations, etc. based on the intended audience for each activity. The purpose of the public

education and outreach program is to gain greater support from the public regarding storm water management and water quality in general.

**STRATEGIES AND GENERAL GOALS OF PUBLIC OUTREACH PROGRAM:**

- Correlate public education and outreach activities with local Towns within the Urban Area and the Cities of Beloit and Janesville
- Provide periodic educational sessions and make more information available online on the County website
- Update Land Division Regulations to promote Conservation Subdivision Design and encourage appropriate Towns to do the same
- Identify immediate storm water concerns and make contact with appropriate individuals or groups
- Seek assistance from other governmental or nongovernmental organizations which may already have education materials available
- Participate in educational programs for school-age children
- Incorporate portions of the EPA's national menu of Best Management Practices into program where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The County will submit the proposed public education and outreach program to the Department within 18 months of the start date of permit coverage. The County will implement the public education and outreach program within 24 months of the start date.

***B. Public Involvement and Participation***

*Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.*

The County of Rock (County) does not currently have a program in place designed to meet the requirements of section 2.2 of the MS4 general permit. In order to meet the requirements of the general permit (and section 216.07(2) of State Admin. Code) The County intends to implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.

**STRATEGIES AND GENERAL GOALS OF PROGRAM:**

- Encourage public input during the adoption/updating of applicable County regulatory mechanisms and programs
- Encourage and provide materials for stream clean up and monitoring
- General community clean up by volunteers
- Conduct citizen surveys to determine areas of local concern
- Organize citizen groups to monitor for potential pollution or illicit discharge
- Incorporate portions of the EPA's national menu of Best Management Practices into the program where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

It is The County's intention to correlate public involvement and participation activities with local Towns within the Urban Area and the Cities of Beloit and Janesville. The County will submit the proposed public involvement and participation program to the Department within 18 months of

the start date of permit coverage. The County will implement the public involvement and participation program within 24 months of the start date.

***C. Illicit Discharge Detection & Elimination***

*Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.*

The County of Rock (County) does not currently have a program in place designed to meet the requirements of section 2.3 of the MS4 general permit. In order to meet the requirements of the general permit (and section 216.07(3) of State Admin. Code) The County intends to develop, implement and enforce a program to detect and remove illicit connections and discharges to the County MS4 located within the Permitted Area covered by the County of Rock's WPDES General Permit.

The County intends to implement an ordinance or other regulatory mechanism to prevent and eliminate illicit discharges and connections to the MS4. At a minimum, the ordinance or other regulatory mechanism is intended to:

- a. Prohibit the discharge, spilling or dumping of non-storm water substances or materials into waters of the state or the MS4.
- b. Identify non-storm water discharges or flows that are not considered illicit discharges.
- c. Establish inspection and enforcement authority.

**STRATEGIES AND GENERAL GOALS OF ILLICIT DISCHARGE PROGRAM:**

- Organize citizen groups to monitor for potential pollution or illicit discharge
- Coordinate various County Departments to locate and eliminate illicit discharge through a regular screening process
- Incorporate portions of the EPA's national menu of Best Management Practices into the program where appropriate
- Develop a working storm sewer system map based on topographic maps
- Utilize existing policies and ordinances to prohibit new illicit discharges (such as the Construction Site Erosion Control and Storm Water Management Ordinances, Building Site Permit review and the Highway Department Access/Right-of-Way Permits)
- Amend existing policies and ordinances to include language regarding regulation and elimination procedures when an illicit discharge is discovered in the County's permitted area (such as the Storm Water Management Ordinance and the Public Health Ordinance).
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

It is the County's intention to adopt an illicit discharge program which is intended to have jurisdiction in unincorporated lands within the Permitted Area covered by the County of Rock's WPDES General Permit. To the extent practicable, existing policies or ordinances will be used (or modified accordingly) to meet the requirements of this program. The details of each respective program will be worked out in the future.

#### ***D. Construction Site Pollution Control***

*Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.*

The County of Rock (County) adopted a Construction Site Erosion Control Ordinance effective March 1, 2004. The ordinance is based on the model ordinance developed in Appendix A of ch. NR 152, Wis. Adm. Code. The jurisdiction of the ordinance is all unincorporated lands within the jurisdictional boundaries of the County of Rock where a town board has not adopted an ordinance under sec. 60.627, Wisconsin Statutes. The ordinance contains references to DNR technical standards and specifications, performance standards, inspection and enforcement authority, and enforcement mechanisms that are used to obtain compliance.

#### **STRATEGIES AND GENERAL GOALS OF CONSTRUCTION SITE PROGRAM:**

- Response to and monitoring of citizen concerns and complaints
- Continue to conduct regular site inspections to assure permits are being followed
- Continue to conduct periodic monitoring of jurisdictional area for potential violations of the ordinance
- Conduct regular educational sessions for contractors and designers/engineers
- Update current Erosion Control Ordinance to meet the standards of General Permit
- Incorporate portions of the EPA's national menu of Best Management Practices into the program where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The County intends to submit the current construction site erosion control ordinance and inspection and enforcement procedures to the Department for review following permit coverage. Any necessary ordinance amendments/additions will be submitted to the Department with 18 months of the start date of permit coverage and be adopted with 24 months of the start date.

The County intends to continue to administer and enforce the current Erosion Control Ordinance countywide (in the unincorporated areas) and specifically in the Townships required to have a program under the WPDES Permit. This form of administration allows for Town input to the erosion control process in their respective area with out being required to adopt a program of their own unless they choose to do so.

#### ***E. Post-Construction Site Storm Water Management***

*Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.*

The County of Rock (County) adopted a Storm Water Management Ordinance effective March 1, 2004. The ordinance is based on the model ordinance developed in Appendix B of ch. NR 152, Wis. Adm. Code. The jurisdiction of the ordinance is all unincorporated lands within the jurisdictional boundaries of the County of Rock where a town board has not adopted an ordinance under sec. 60.627, Wisconsin Statutes. The ordinance contains references to DNR technical standards and specifications, post-construction performance standards, inspection and enforcement authority, and long-term maintenance requirements.

## **STRATEGIES AND GENERAL GOALS OF STORM WATER PROGRAM:**

- Response to and monitoring of citizen concerns and complaints
- Continue to conduct regular site inspections to assure storm water facilities are functioning
- Continue to conduct periodic monitoring of jurisdictional area for potential violations of the ordinance
- Conduct regular educational sessions for contractors and designers/engineers
- Update current Storm Water Management Ordinance to meet the standards of General Permit
- Incorporate portions of the EPA's National Menu of Best Management Practices into the program where appropriate
- Continue to promote conservation and low impact design for developments
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The County intends to submit the current storm water management ordinance and long-term maintenance procedures to the Department for review following permit coverage. Any necessary ordinance amendments/additions will be submitted to the Department with 18 months of the start date of permit coverage and be adopted with 24 months of the start date.

The County intends to continue to administer and enforce the current Storm Water Management Ordinance countywide (in the unincorporated areas) and specifically in the Townships required to have a program under the WPDES Permit. This form of administration allows for Town input to the storm water management in their respective area with out being required to adopt a program of their own unless they choose to do so.

### ***F. Pollution Prevention***

*Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.*

The County of Rock (County) does not currently have a program in place designed to meet the requirements of section 2.6 of the MS4 general permit. In order to meet standards of this section (and section 216.07(6) of State Admin. Code) the County intends to develop and implement a pollution prevention program that establishes measurable goals for pollution prevention within the Permitted Area covered by the County of Rock's WPDES General Permit. The program is intended to include:

1. Routine inspection and maintenance of County owned or operated structural stormwater management facilities to maintain their pollutant removal operating efficiency.
2. Road salt or other deicers are applied at no greater rate than necessary to maintain public safety.
3. Storm water pollution prevention planning for municipal garages, storage areas and other sources of storm water pollution from municipal facilities
4. Application of lawn and garden fertilizers on County controlled properties, with pervious surfaces over 5 acres each, in accordance with a site specific nutrient application schedule based on appropriate soil tests.

5. Education of appropriate County and other personnel involved in implementing this program
6. Measures to reduce municipal sources of storm water contamination within source water protection areas.

**STRATEGIES AND GENERAL GOALS OF POLLUTION PREVENTION PROGRAM:**

- Conduct regular site inspections to assure program is being followed
- Conduct regular educational sessions for staff, contractors and designers
- Incorporate the EPA's national menu of Best Management Practices into the program where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The County intends to submit the proposed pollution prevention program to the Department within 24 months of the start date of permit coverage. The pollution prevention program will be implemented within 30 months of the start date.